

WHAT IS CLAIMED IS:

1. A method, comprising:
receiving a search query;
determining whether the received search query includes an entity name;
determining whether the entity name is associated with a common word or phrase;
selectively rewriting the received search query based on whether the entity name is determined to be associated with a common word or phrase;
performing a search based on the received search query or the rewritten search query to obtain search results; and
presenting the search results.
2. The method of claim 1, further comprising:
providing a link to the received search query when the search is performed based on the rewritten search query.
3. The method of claim 2, further comprising:
receiving selection of the link to the received search query; and
performing a search based on the received search query.
4. The method of claim 1, further comprising:
providing a link to the rewritten search query when the search is performed based on the received search query.

5. The method of claim 4, further comprising:

receiving selection of the link to the rewritten search query; and
performing a search based on the rewritten search query.

6. The method of claim 1, further comprising:

determining whether a word near the entity name in the received search query forms a
common phrase with the entity name; and

performing a search based on the received search query when it is determined that a word
near the entity name forms a common phrase with the entity name.

7. The method of claim 1, wherein determining whether the entity name is
associated with a common word or phrase comprises:

comparing the entity name to a dictionary of words or phrases.

8. The method of claim 1, wherein determining whether the entity name is
associated with a common word or phrase comprises:

using an inverse document frequency weighting technique or a linguistic modeling
technique to identify whether the entity name is associated with a common word or phrase.

9. The method of claim 1, wherein determining whether the entity name is
associated with a common word or phrase comprises:

generating a table of entity names that are associated with common words or phrases, and

determining whether the entity name is associated with a common word or phrase based on the table.

10. The method of claim 1, wherein selectively rewriting the received search query comprises:

modifying the received search query to include a restrict identifier associated with the entity name when the entity name is determined not to be associated with a common word or phrase.

11. The method of claim 1, wherein determining whether the received search query includes an entity name comprises:

identifying a plurality of variations of a plurality entity names, and
determining whether the received search query includes one of the variations of the entity names.

12. The method of claim 1, wherein performing a search comprises:
searching based on the received search query when the entity name is determined to be associated with a common word or phrase.

13. The method of claim 1, wherein performing a search comprises:
searching based on the rewritten search query when the entity name is determined not to be associated with a common word or phrase.

14. A system, comprising:

- means for receiving a search query;
- means for determining whether the received search query includes an entity name;
- means for determining whether the entity name is associated with a common word or phrase;
- means for rewriting the received search query when it is determined that the entity name is associated with a common word or phrase;
- means for performing a search based on the rewritten search query to obtain search results; and
- means for providing the search results.

15. The system of claim 14, further comprising:

- means for providing a link to the received search query.

16. The system of claim 15, further comprising:

- means for receiving selection of the link to the received search query; and
- means for performing a search based on the received search query.

17. A system, comprising:

- a memory; and
- a processor connected to the memory to:
 - receive a search query,
 - determine whether the received search query includes an entity name, and

selectively rewrite the received search query to obtain a rewritten search query when it is determined that the received search query includes an entity name.

18. A method, comprising:
determining a plurality of entity names;
determining whether each of the entity names is associated with a common word or phrase; and
generating a table of the entity names that are associated with common words or phrases.

19. The method of claim 18, wherein determining whether each of the entity names is associated with a common word or phrase comprises:
comparing each of the entity names to a dictionary of words or phrases.

20. The method of claim 18, wherein determining whether each of the entity names is associated with a common word or phrase comprises:
using an inverse document frequency weighting technique or a linguistic modeling technique to identify whether each of the entity names is associated with a common word or phrase.

21. A system, comprising:
a processor to:
identify a plurality of entity names,

determine whether each of the entity names is associated with a common word or phrase, and

generate a table that comprises ones of the entity names that are associated with common words or phrases; and
a memory to store the table.

22. A method, comprising:

receiving a search query;

determining whether the received search query includes an entity name;

determining whether the entity name is associated with a common word or phrase;

when the entity name is associated with a common word or phrase,

generating a link to a rewritten query,

performing a search based on the received search query to obtain first search results, and

providing the first search results and the link to the rewritten query; and

when the entity name is not associated with a common word or phrase,

rewriting the received search query to include a restrict identifier associated with the entity name,

generating a link to the received search query,

performing a search based on the rewritten search query to obtain second search results, and

providing the second search results and the link to the received search query.